CALPEEK

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CAMPAIGN '98: OPPONENTS OF 95-5 INITIATIVE GEARING UP TO FIGHT SCHOOL SPENDING PLAN.

Editor's note: Although there hasn't been much written so far about this initiative which bans school districts from spending more than 5% for general administration, this proposal will be on the next ballot -- either in November (if there's a special election) or on June 2, 1998. Here's our first update...

...The official title of this initiative is **Schools. Spending Limits On Administration.** The proponent is Tyron Vahedi of *Childrens Rights 2000*, but the real power (with the $$$) is United Teachers of Los Angeles(UTLA). The wording is slightly more complex than our opening paragraph would indicate, but the general idea is to keep administrative and supervision costs at no more than 5% beginning in fiscal year 1999-2000. With 95% going to the classroom, that's why this measure is called the *95-5 initiative*. The measure also requires school districts to conduct major audits every 5 years. Those districts who don't comply get fined...

...At this point, UTLA is the only major education player who is in favor of this initiative. The opposition includes the CA School Boards Assn., the CA PTA, Assn. of CA School Administrators, the CA School Employees Assn. and SEIU. These are powerful groups allied against UTLA. The Calif. Teachers Assn. and the Calif. Federation of Teachers are *neutral* thus far. From this early lineup it's apparent that one of UTLA's main opponents will be classified employees (janitors, bus drivers, school nurses, food service workers, security personnel - all the non-teachers who are represented by CSEA & SEIU). They could really get crunched in salary negotiations if this measure passes...

...The opposition doesn't have a formal committee name as yet, but they could end up with a name like the *Committee Against More Bureaucracy*. For now it's simply NO on 95-5. There is no campaign consultant, but the working group opposed to 95-5 has hired S.F.-based pollster David Binder to do some focus groups and preliminary polling. Right now the odds would probably tend to favor the proponents because of this measure's ballot title. It has that *anti-bureaucratic* ring which plays well with voters...

...The main arguments against 95-5 is that it won't save money and in fact could result in severely hurting the smaller school districts around the State who make up about 1/2 of all the schools. According to NO on 95-5 sources, the *average ratio* in Calif. of schoolroom costs vs. administrative costs is about 93% to 7%. In the smaller CA districts the average administrative costs run about 10-15% (due to economies of scale). Stay tuned...

L.A. CITY ELECTION: LOW VOTE ANTICIPATED AS LOCAL TV NEWS PROVIDES LOUSY COVERAGE.

Editor's note: As voters head into the last few days before the April 8th L.A. Muni primary election, **Calpeek** takes a final look with this analysis of the battles for Mayor and City Attorney. (See separate story on Charter Reform)...

...**Calpeek** sources anticipate that voter turnout on election day will run somewhere between 30-35%. Why so low? **1)** L.A. Mayor Richard Riordan is a solid favorite to win another term over under-funded opponent Tom Hayden; **2)** L.A. City Attorney Jim Hahn, like Riordan, is way ahead of his only challenger, attorney/developer Ted Stein, who is extremely well funded, but just hasn't made the case for ousting Hahn; and **3)** Local tv news has taken a total walk on the election. Best one-liner about the local tv campaign coverage: *What does a local tv news director in L.A. like better than a high speed car chase as an excuse*

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for not covering the election? The Heaven's Gate ***cult suicide*** *by 38 followers of Dr. Doe*. It's sad, but true...

...How bad is the local tv coverage? Fairness & Accuracy In Report(FAIR) did a 6-day survey of local tv news coverage (week of Mar. 26th), focusing on 8 L.A. stations. Of the 2,160 minutes of news programming viewed, only 23 minutes and 44 seconds (about 1%) was devoted to the April 8th election...

...What do the polls show? The L.A. Times did some extensive polling. The survey was done Mar. 22-27, with 811 registered voters and 243 likely voters. **Mayor**'s race first: Riordan **57%** vs. **35%** Hayden, among likely voters. Why does Riordan have such a big lead? **1)** Riordan's approval rating is at **58%**; **2)** Even though most voters surveyed did NOT agree with the Police Commission's decision to not renew Chief Willie Williams' contract, this *never really clicked* as a hot campaign issue among most voters. However, it did slice into what little support Riordan had from L.A.'s Black community and Black voters are now *solidly* in Hayden's corner; **3)** On promoting economic prosperity, Riordan holds a commanding **72%** vs. **13%** lead over Hayden; and **4)** Riordan's popularity is still very strong in the *voter-rich* San Fernando Valley...

...The battle for **City Attorney** is more interesting because both Hahn & Stein have enough resources to make this fight entertaining. The latest L.A. Times survey shows Hahn leading Stein by a margin of **53%** to **26%** among likely voters. Hahn's numbers haven't moved from the last LAT survey, while Stein's numbers have doubled. Regardless, Stein would have to get all the undecided voters, plus steal some away from Hahn to pull a major upset. Stein's tracking polls show some Hahn slippage...

...Stein's 1st :30-sec. tv spot by media guru Bob Shrum is a mix of bashing Hahn (linking Hahn to Hayden) and portraying Stein as the guy the L.A. Police love best. And Stein's spot also features at least 10 sec. with Richard Riordan. It's a pretty good spot, but the only question is whether Riordan has *political coattails*? Hahn's response also is good. Like Stein's 1st tv spot, media consultant Bill Carrick goes for the mixed approach: goes after Stein for not paying property taxes on some buildings he owns & calls Stein *unqualified*; and then puts a positive spin on Hahn's tenure in office. Stein will outspend Hahn, but Hahn has that famous last name...

...FYI: Stein went after Hahn with a "case history" plea bargain horror story on April 2nd and it is now running on tv as a :30-sec. hit. It's powerful stuff, but it may have come too late. Stay tuned...

L.A. MUNI ELECTION: CHARTER REFORM - PROP. #8.

Editor's note: Next to the mayor and city attorney races, the battle to reform L.A. City's 72-year-old charter and elect 15 commissioners to do the charter re-write is the hottest thing facing voters April 8th. Here's our final update & analysis...

...It would be a *major shock* if Prop. #8 didn't win voter approval. The numbers from the latest L.A. Times survey show #8 leading -- 48% in favor vs. 33% opposed, with 19% undecided. But an earlier LAT survey on #8 showed it leading 64% to 14% --- so there has been slippage...

...The key to victory for #8, as well as for the 52 candidates running for the charter reform commission are the **slates**, because these candidates are almost totally unknown. Every campaign consultant who has ever produced a slate is in for a piece of the action. On the GOP side there's Allan Hoffenblum, Dave Gilliard and Tim Carey. On the Demos side there's Jill Barad, Larry Levine, Fred Huebscher, Tom Kaptain and Jerry Seedborg. And then there's the independent expenditure slates being produced by The Kamber Group(5) and Rick Taylor(at least 10 different versions). Taylor is running the IE campaign for those commission candidates endorsed by Mayor Richard Riordan. And organized labor is all over the place on different slates...

...Who are the favorites? Not much has changed from our last update. Slam dunks: Gloria Romero(1st CD), Marcos Casteneda(7th CD), Marguerite Archie-Hudson(8th CD) and Jackie Dupont-Walker(10th CD)...

...In addition to the slates, another key factor may be the editorial endorsements by the L.A. Times & Daily News. The Daily News is sticking to Valley picks and so far they appear to be leaning toward Mayor Riordan's candidates. The L.A. Times, which endorsed 15 candidates, did a *mixed bag of endorsements*: some loyal to Riordan, some supported by labor and others

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totally independent of both. Of the independent selections, the most interesting is 9th CD public interest attorney Ricardo Torres. Labor supports Woody Fleming, while Riordan is backing Christine Robert. In a race with unknowns, the L.A. Times might prove to be very helpful to Torres. Stay tuned...

CAMPAIGN '98: GOLDING FORMS U.S. SENATE CMT.
Editor's note: Here's another report & analysis on Calif.'s U.S. Senate race for 1998...

...San Diego Mayor Susan Golding(R) has formed an exploratory committee for the U.S. Senate, as anticipated by most insiders --- although later than planned, probably due to the *big legal brouhaha* over the Jack Murphy Stadium deal which attracted so much attention in San Diego and had Golding and the city council on the hot seat for some time until a judge ruled in favor of the city...

...The Golding announcement was done rather low key, via news release and included the names of her campaign team for '98. It's a big list of consultants, pollsters and fundraisers who are generally regarded as being very savvy and who have worked together for many years, mostly for Gov. Pete Wilson during various stages of his political career...

...Lead consultant will be George Gorton, Wilson's former chief political consultant and a longtime Golding ally/advisor. Consultant Dick Dresner, who polls for both Wilson and AG Dan Lungren, will handle similar chores for Golding. Also aboard is consultant Joe Shumate, another key Wilson advisor; and consultant Tom Shepard of San Diego-based Campaign Strategies (the political/campaign consulting arm of Stoorza, Ziegaus & Metzger)...

...The fundraisers includes all of Wilson's team: Linda Kasem, Kristin Hueter and Karolyn Dorsee. In addition, Golding has added GOP fundraiser Alice Borden of L.A., currently working on L.A. Mayor Richard Riordan's campaign. The media buyer will be David Bienstock of L.A.-based Target Enterprises...

...Golding is the 3rd GOPer to form a committee; the others being CA Treasurer Matt Fong and San Diego businessman Darrell Issa, a big GOP donor with very *deep pockets*. Of the three, Golding would be positioned just to the right of center. Next to her on the right would be Fong and on the far right would be Issa. Stay tuned...

SPRING '97 ELECTIONS: CITY & COUNTY CONTESTS.
Editor's note: Here is Part X of **Calpeek's** continuing coverage of city & county Spring elections...

☒ ***Inglewood*** - It wasn't even close in the battle for mayor as Judge Roosevelt Dorn ran away with the election. He got more than 63%. His closest rival was Councilman Curren D. Price Jr.. A nice win for consultant Rick Taylor. The other big news out of this city was that all 4 tax hike proposals went down to defeat by substantial margins. Had they passed, the revenue would have been used to build a new sports/entertainment arena. But with the Lakers & Kings already saying adios to Inglewood, this measure was doomed before the vote. In addition, there was organized opposition and at least 1 hit mailer from Calif. Sports, the business enterprise which owns the Forum. The NO side's consultant was Solem & Associates of SF...

☒ ***Glendale*** - The revolt of the homeowner associations paid off as two incumbent councilmembers were defeated for reelection. Big winner was former Councilwoman Ginger Bremberg, who led the field with 16.7%. Second was newcomer Dave Weaver, who is president of his local homeowners group (as is Bremberg). The only councilman to survive was Sheldon Baker, who came in 3rd. Ousted were councilmembers Mary Ann Plumley and Richard Reyes. Stay tuned...

CALPEEK'S CALENDAR OF POLITICAL EVENTS

April 8	L.A. City primary + San Mateo Co. Special election.
April 9	16th annual Pat Brown Inst. awards dinner, L.A.
April 11	SCAG Legislative Leadership Summit, L.A.
April 15	Compton & Pomona city elections.
May 8	Coro So. Calif. Crystal Eagle Awards dinner, L.A.
May 13	Redondo Beach city election.
June 3	L.A. City runoff election; S.F. special election.
June 13-15	Assoc. of State Demo chairs summer meeting, Whitefish, MT.
June 20-22	G-7 Summit, Denver, CO.
July 27-30	Nat'l Governor's Assn. meeting, Las Vegas.
Aug. 6-10	Nat'l Conf. of State Legislatures annual meeting, Philadelphia, PA.
Sept. 12	CA Legislative session ends.

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PAT BROWN INST. EVENT HONORS VASCONCELLOS. State Sen. John Vasconcellos(D-San Jose) will be honored with the Pat Brown Legacy Award at the 16th annual awards dinner hosted by the Edmund G. "Pat" Brown Inst. of Public Affairs, 6:30 p.m. reception, 7:30 p.m. dinner, April 9, Biltmore Hotel, L.A. For info ☎Lily Baba (213)343-3770...

LOCAL-STATE LEGISLATIVE SUMMIT SET APRIL 11. The So. Calif. Assn. of Govts.(SCAG) will host the First Legislative Leadership Summit, 10 a.m. to 2 p.m., April 11, Davidson Conf. Center at USC in L.A. SCAG has lined up some 20 legislators to interact with local elected leaders. Topics include transportation, local govt. funding, welfare reform & water. For info ☎ (213)236-1800...

CALPEEK'S INFOBAHN: POLITICAL SHORT TAKES. Editor's note: Here are a few political items worth noting...

■ ***More on Water Wars*** - The MWD and the San Diego Water Authority(SDWA) continue their behind doors feuding over San Diego's plans to have its own independent supply of water. SDWA has worked out a deal to buy extra water from the Imperial Irrigation District (IID). This was made possible by a 1986 landmark law by former Assemblyman Richard Katz(D-L.A.), which allows water trading & transfers. At the time the bill was passed, MWD had no problem with the bill, this according to Katz. Now Sen. Richard Polanco(D-L.A) is carrying SB 1335 to repeal this law. Very interesting. FYI: SB 1082 by Dave Kelley(R-Hemet) to have the Water Resources Dept. settle the MWD/SD water dispute if no agreement is reached by July 1st was held over in the Ag/Water Committee..

■ ***Tobacco & Lungren*** - Demo Assembly Speaker Cruz Bustamante has introduced an urgency bill to remove any "real or perceived barriers" that AG Dan Lungren(R) says prevents him for joining 22 other State AGs who are suing the tobacco firms to recover medical costs. In CA, those MediCal costs amount to about $350 million per year. The bill is AB 1603 and it requires a 2/3rds vote. This bill has lots of political implications, especially for those lawmakers who vote against it...

■ ***Death Penalty Poll*** - According to the latest Field Poll, Calif. adults still favor the use of capital punishment by a margin of 74% vs. 20% against, with 6% no opinion. In '92, the margin was 80% in favor vs. 14% opposed. And the death penalty is favored (59%) in cases where the defendant is under the age of 18...

■ ***CA Indians for Bragg II?*** - Sources say some of CA's Indian tribes who have card clubs with video gaming machines are beginning to look favorably on a 2nd gaming initiative promoted by developer Mark Bragg. If approved, Bragg's initiative would allow him to install slot machines at his Palm Springs card club. ***Remember***: whatever the State allows, the Indians also can do. So if voters approved Bragg II, then the 30 CA Indian tribes which operate card clubs could also install slot machines. This is a viable option should current talks over video gaming at tribal casinos not result in a favorable outcome for the Indians...

NEW JOBS, ADDRESSES AND PERSONNEL NOTICES. Editor's note: Here are some items to mark down in your notebook...

● A very sad note: top Demo fundraiser Don Muir, 63, passed away Mar. 30th after a long battle with leukemia. The S.F. resident worked for former Gov. Pat Brown and was a top advisor to State Sen./S.F. Mayor George Moscone. A real gentleman and good guy who will be missed by his many friends. He is survived by his wife Linda, son Mike & daughter Margaret, both of S.F., and another daughter Stacey Darcy of Chicago. R.I.P...

● Campaign spin doctor Elena Stern is a new VP with NY-based Robinson, Lerer & Montgomery in the P/A firm's L.A. office. ☎(310)442-2528...

● Christine Essel has been promoted to Sr. VP of planning & development and P/A for Paramount Pictures' Studio Group in Hollywood...

● Alison C. Mulka has been hired as a research coordinator by Godbe Research & Analysis...

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